

For Immediate Release:

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San José Launches Back-to-School Traffic Safety Campaign

EVENT: San José Vice Mayor Pat Dando will officially kick off the City's Street Smarts Back-to-School Traffic Safety campaign developed to improve safety in school zones as kids return to school this week.

WHEN: **Thursday, August 28, 2003**
12 noon

WHERE: **Williams Elementary School**
1150 Rajkovich Way [south on Almaden Exp., right on Rajkovich]

WHO: Vice Mayor Pat Dando;
Acting Chief Tom Wheatley, San José Police Department;
Merry Banks, Northern California offices of AAA;
James Helmer, Director, San José Department of Transportation;
Mike Carr, Director of Student Services, San José Unified School District;
Ray McMurphy, Northern California Supervisor, Safe Moves, Inc., and
AAA's OTTO the Auto

VISUALS: Children will participate in the *Street Smarts* miniature city to learn how to cross the street safely; AAA will have a wrecked car on hand to instruct children about the need for improved safety; San José Mounted Unit and Bike Patrol will be on hand, as will OTTO the Auto, also provided courtesy of AAA.

BACKGROUND: The City of San José Transportation and Police departments joined with AAA, San José school district representatives, and Safe Moves to collaborate on a back-to-school campaign to address traffic safety issues in school zones. Specific behaviors that are being targeted with both education and enforcement are speeding, double-parking and crosswalk safety. The City of San José last week distributed safety flyers to 120,000 San José elementary and middle school children; provided all elementary and middle schools with pedestrian safety posters for every classroom and distributed Street Smarts school safety banners to 20 elementary and middle schools citywide.